

FIRE COMMUNITY RELATIONS MANAGER

DISTINGUISHING FEATURES

The fundamental reason the Fire Community Relations Manager position exists is to supervise, direct, and managing the Department's Community Relations section. This classification oversees education, prevention, safety, and community relations programs, and communication to a variety of media, print, and internal and external sources on fire department calls, activities, and events. This classification supervises the Public Education Officer and Public Information Officer. Work is performed under general supervision reporting to the Fire Chief.

ESSENTIAL FUNCTIONS

Serves as an information resource to the general public; identifies public education and communication issues; develops and monitors the section budget; establishes policies and procedures; and develops strategic plans including long-term and short-term objectives.

Represents the Fire Department on many valley/statewide committees; functions as an event coordinator for department activities. Coordinates work activities, program functions, and special events with other City departments, cities, and agencies.

Supervises professional staff and ensures quality and effectiveness of communication and public education programs.

Communicates with the general public, reporters, community and civic organizations, other City employees, and public officials in order to coordinate education programs and provide assistance on valley/state-wide committees such as Central Arizona Drowning Coalition, Safe Kids, Arizona Burn Educators, and Fire Prevention Week Committee.

Makes presentations to various groups. Instructs and trains others in a classroom setting on various fire prevention topics. Prepares or reviews written documents including: press releases, media articles, training curriculum, flyers, bulletins, pamphlets/brochures, and newsletters.

Prioritizes and assigns work to others, and prioritizes own work. Resolves procedural, operational, and other work related problems by conducting assessments, holding meetings, sharing information, and making recommendations.

Conducts research and analyzes data including recognizing incident patterns through reviewing Fire Department reports and statistics.

Communicates with Fire Department personnel and other City employees; the general public; the community; civic organizations and business owners in order to disseminate accurate information, and provide assistance.

May provide support to the Fire Chief and Command staff in coordinating public

meetings and special events, and implementing public information strategies to project a positive image of the Fire Department.

Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

General theories and complex principles and practices of public relations, public information and basic communication techniques;
public education program elements and practices;
instructional theory and techniques;
research techniques, methods and procedures;
current usage of the English language and various journalistic styles;
techniques of publication preparation, and design of brochures, displays, and visual aids, and principles, techniques, and methods used in preparing news releases and publications;
budget principles and practices; and modern management techniques, supervisory practices, and evaluation methods.

Effectively communicate with the general public in adverse situations; giving oral presentations; organizing a program or major event; producing graphic designs, brochures, and other materials for training programs or public presentations; and facilitating team meetings.

Ability to:

Work cooperatively to develop partnerships with outside agencies and the community; interact tactfully and courteously with the public, and cope with emotionally tense situations; identify and respond to public and City Council issues and concerns.

Operate computerized informational databases for tracking programs and related information; keep accurate records and prepare reports.

Handle comments and feedback from the public effectively; and establish and maintain an effective working relationship with coworkers, supervisors, volunteers, personnel from other departments or agencies, public officials, and the general public.

Understand and assimilate a wide variety of information. Draw from complex policy, technical or legal material and condense the main points into a readable form for general public distribution. Think creatively about communications issues and put new ideas into action.

Listen and communicate effectively with diverse groups of people. Interact with a wide variety of individuals being mindful and respectful of the diversity of opinions that exist within a community.

Education & Experience

Any combination of training, education and experience equivalent to three to five years experience in progressively responsible public relations and public contact work. A Bachelors degree in Business Management, Public Relations, Communications or a related field is required. Experience in each of the following areas is preferred: administration/budget, supervision, and public contact experience in a fire prevention/public safety environment. Experience in designing communication plans is highly desirable. Must possess a valid Arizona Driver's License.

FLSA Status: Exempt

HR Ordinance Status: Unclassified